

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1. (original) A method of tracking a broadcast program, comprising:

 registering the program by adding a registration number to the program;

 broadcasting the program; and

 detecting a broadcast signal and recording the registration number from the broadcast signal.

2. (original) A method of tracking a broadcast program, comprising:

 inserting a unique watermark value into a program to be broadcast;

 deriving a fingerprint value based on said program's content;

 storing said program's watermark value and associated fingerprint value;

 detecting any watermark value inserted in a given broadcast program;

 deriving a fingerprint value based on said given broadcast program's content; and

 comparing any detected watermark value and derived fingerprint value from said given broadcast program with said stored watermark and associated fingerprint values.

3. (original) The method of claim 2, wherein said unique watermark value is written into the user bits of said program's SMPTE time code.

4. (new) The method of claim 2, wherein said program to be broadcast has an associated embedded audio data stream, said unique watermark encoded into the bits of said program's embedded audio data stream.

5. (new) The method of claim 2, further comprising:
creating a database in which the unique watermarks and their associated derived fingerprint values for a plurality of unique programs to be broadcast are stored;
registering the unique watermark and associated derived fingerprint value for said program to be broadcast in said database;
comparing said watermark detected in said given broadcast program with the watermarks stored in said database;
and
when said database contains a watermark which matches said detected watermark, cross-checking said fingerprint value derived from said given broadcast program with the stored fingerprint value associated with said detected watermark.

6. (new) The method of claim 5, further comprising reporting the results of said cross-checking to the registrant of said program to be broadcast.

7. (new) The method of claim 5, further comprising comparing said fingerprint value derived from said given

broadcast program with all of said stored fingerprint values when said fingerprint value derived from said given broadcast program is different than said stored fingerprint value associated with said detected watermark.